

PROJECT NUMBER: 2100
PROJECT TITLE: New Products Innovations
PROJECT LEADER: C. J. Campbell
PERIOD COVERED: April, 1988

I. PROJECT HUMIDOR

A. Objective: Develop a moisture release device for use inside a cigarette pack which will maintain the Pack OV at the desired level.

B. Status: An accelerated ageing test is in progress which incorporates a moisture control device in a menthol cigarette pack. Subjectives, OV's, and menthol deliveries are being monitored.

A contract with Klockner Packaging to produce moisture control packets has been finalized. Details for scaling up the preparation of the saturated salt solution are being discussed with Physical Research and Process Engineering.

II. PROJECT YOUTH

A. Objective: Develop a means for maintaining fresh cigarette flavor in a hermetically sealed pack.

B. Status: A test of subjectives of thermally stressed, hermetically sealed production Marlboros is in progress. If consistent subjective results are obtained (i.e., off taste and odor) then samples from the same lot of cigarettes will be irradiated and similarly tested.

III. FLAVOR ENCAPSULATION

A. Objective: Develop the means to encapsulate flavors for use in new or improved products.

B. Status: Gelatin walled capsules made by R. T. Dodge have been evaluated under accelerated ageing and appear to retain flavors reasonably well. This will provide a more preferred material for use on a scented tear tape. A vendor capable of combining these capsules into a workable tear tape will need to be established.

IV. EMBOSSING CONCEPTS

A. Objective: Explore the potential advantages of embossing cigarette paper, tipping and plug wrap for both cost savings and aesthetic appeal.

B. Status: The embossing equipment in the lab is being modified to provide additional capabilities.

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V. PACKAGING CONCEPTS:

- A. **Objective:** Develop novel package designs.
- B. **Status:** Discussions have been held with two new vendors regarding their capability to mold a new style plastic pack.

VI. TAMPER EVIDENT PACKAGING:

- A. **Objective:** Develop packaging materials and processes for obviously indicating an attempt to tamper with a pack.
- B. **Status:** Concept samples of packages with tamper evident features were presented to New York management for their review. The status of the work on developing a puncture evident film was also presented.

A two day industry meeting on the latest developments of tamper evident packaging was attended by Chris Campbell.